



Executive Director's Report
2025 Semi-Annual Meetings

Marketing of Agriculture Products Act Updates

Regulation Clean-up

Moving to Bylaws

- At the request of Marketing Council
- Make updates easier

Director Terms

Board Motion: “To work with producers (seek feedback) and (work with) Marketing Council to amend Alberta Pork’s regulations to allow for a **third three-year term.**”


- Alberta Pork Board Meeting – February 12, 2025)

Economics

Settlement Data Project

- Finalized agreement with (Donald's Fine Foods, Maple Leaf Foods (Canada Packers), and Olymel on data to be collected
- Data is just starting to come to Alberta Pork... on a weekly basis
- Targeting April 1, 2025 to begin reporting in the Weekly Pork Marketing Report.

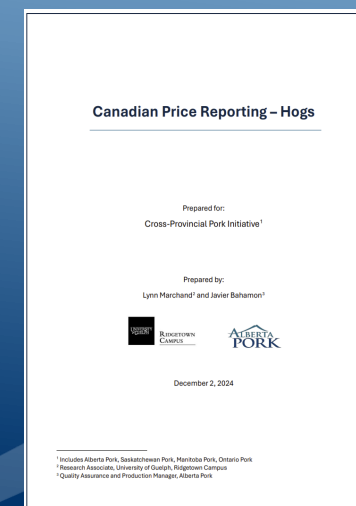
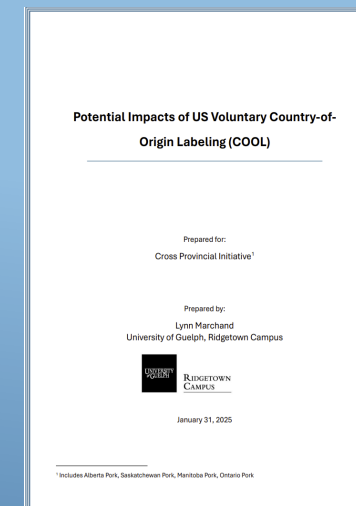
National Cutout and Price Reporting

- Letters and discussion with Federal Government
 - Discussion with other commodities
 - Plan B – looking at publicly available data
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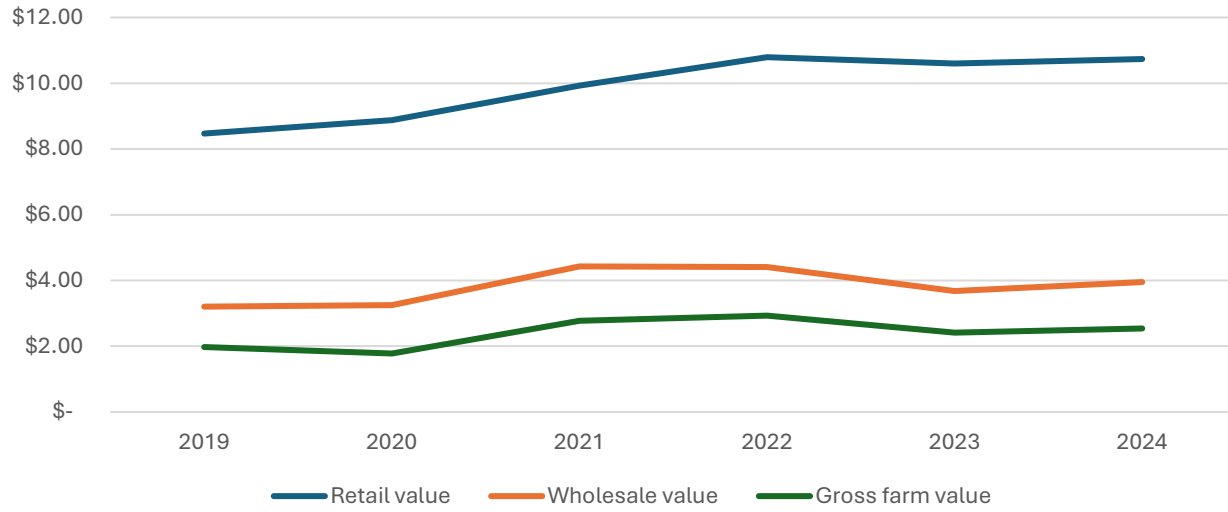
Economics

Economic Reports

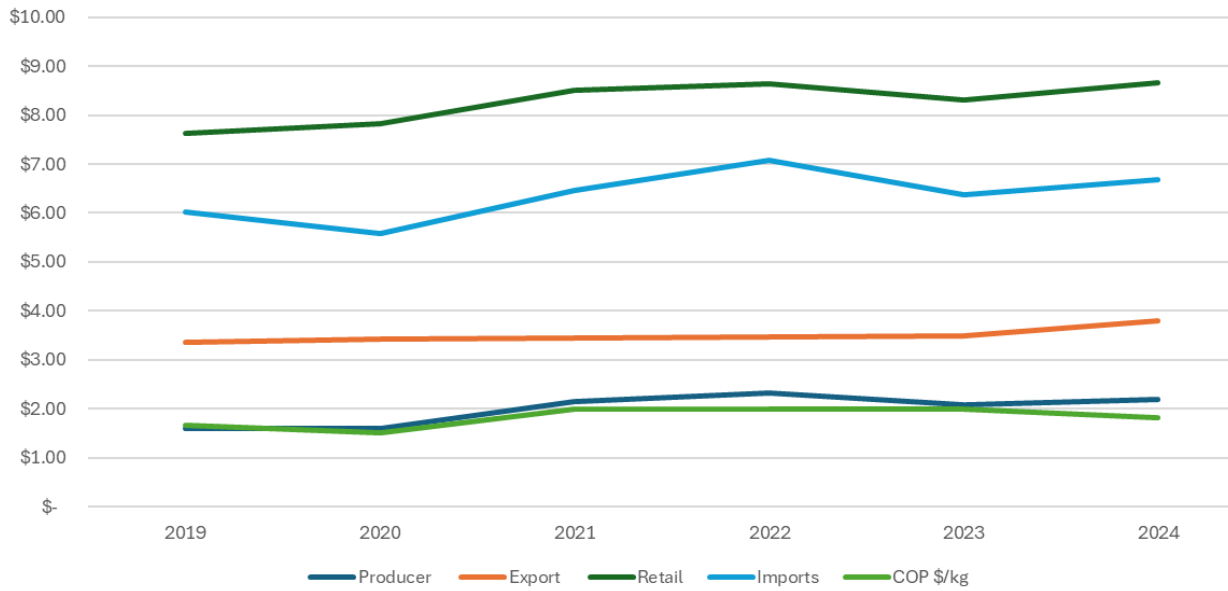
- PEDv – Impact on a Benchmark Farm
- PRRSv – Impact on a Benchmark Farm
- Canadian Price Reporting – Hogs
- Potential Impacts of US Voluntary Country-of-Origin Labelling (vCOOL) (vPUSA)
- **Potential impacts of vCOOL and Tariffs on U.S. Producers and Processors**
- **Internal Barriers to Efficiency, Economies of Scale, and Innovation to improve Competitiveness**
- **Can we tackle some of the GAPS in the supply chain that will reduce burdens, risks, and build opportunities – November 20, 2024 meeting**



Pork Prices Spreads US \$/kg



\$/kg Price in the value chain Canada



Wild Boar-at-Large Eradication Efforts

519

Head Eradicated

1

Spy Boar



26

Trap sites

6

Eradication Specialists

141

Cameras sites

Industry Feedback

Summer 2024 Survey on Alberta Pork - Communications

- Producers don't understand or know what Alberta Pork does – #1-Advocacy for producers
- Let producers know what is being done on major issues and how they can help
- Better inform producers about the Alberta Pork Strategy
- Other ways to communicate with producers
- Not sure of the value and why we push hard on – CPE, Traceability, Biosecurity, Welfare issues, etc.
- Need more public awareness about pork and the industry

November 20, 2025 – Bridging the Gap in the Supply Chain

- Risk Management and Investment – assess risks regularly, tools to mitigate risk
- Growing and Securing Domestic Demand – improve image and awareness, partner, conduct market research
- Multi-Stakeholder Collaboration – improve communications, align priorities, trust & transparency
- Trade Barriers – Tariffs, vCOOL, CUSMA, Zoning, etc. - **Advocacy**

Communications

Welcome to Jo-Anne Beaulieu (Communications Manager)

Changes In the works!

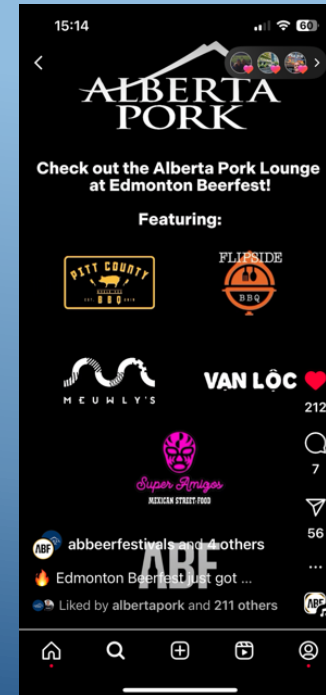
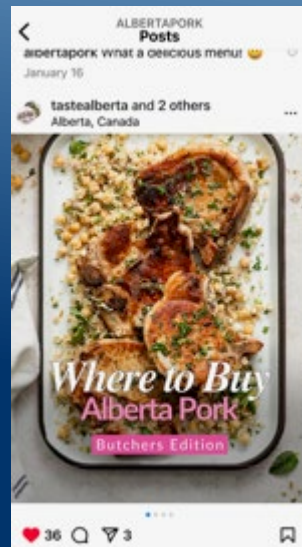
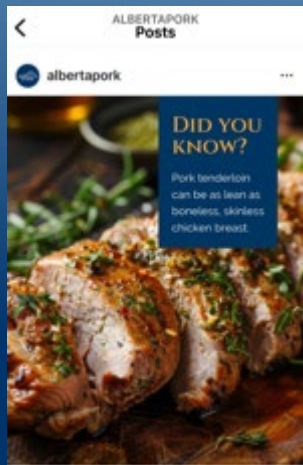
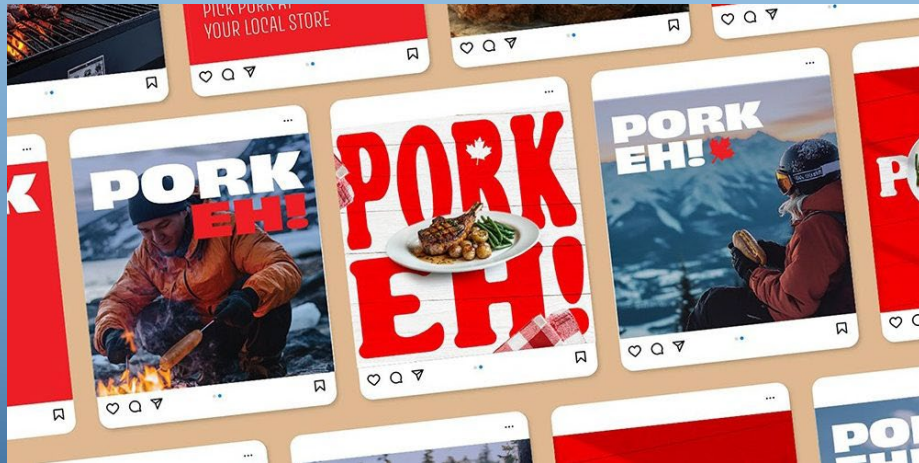
- Consumer and Producer Focus
- Website
 - Public Awareness – Image/story
 - Producer Information – relevant info
- Newsletter
 - What's of value to producers and industry
- Canadian Hog Journal
 - Industry issues and research



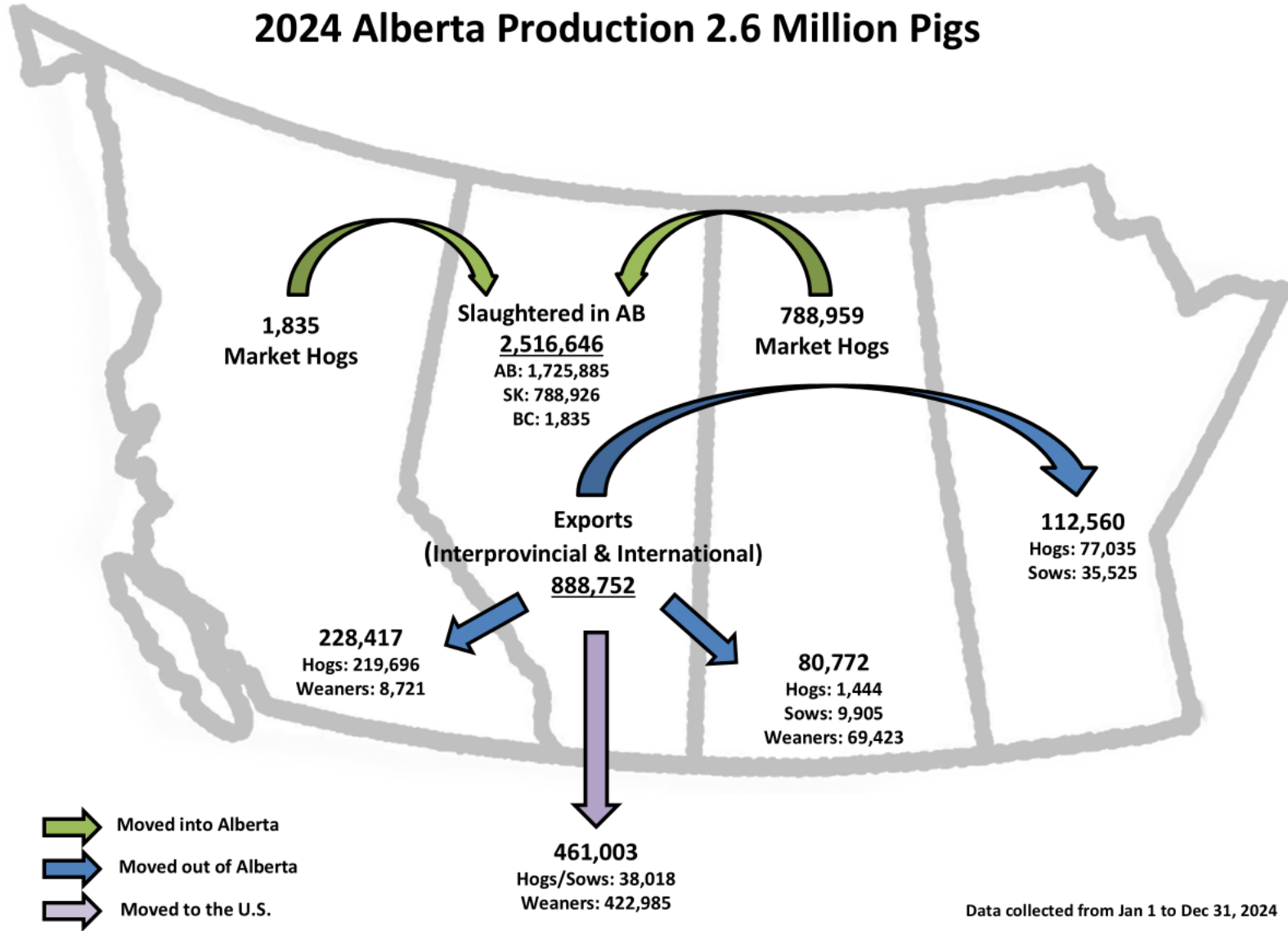
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**Announcements, News, and
Reminders**

Public Awareness



2024 Alberta Production 2.6 Million Pigs



Data collected from Jan 1 to Dec 31, 2024

Out of province movement reporting

- 100% of ML Brandon producers reporting movements
- Focus is sow assembly movements
- Importance of completing Trace Movements.
- **118** Small-scale producers registered in 2024
- Total = **1308** registered
- **129** CPE Producers and
- **64** Contract Finishers
- All farms going to federal processing – CPE validated and TQA trained.



Supports

Minister MacAulay announces funding to support Canadian hog producers in the event of a potential African swine fever outbreak - \$567 Million

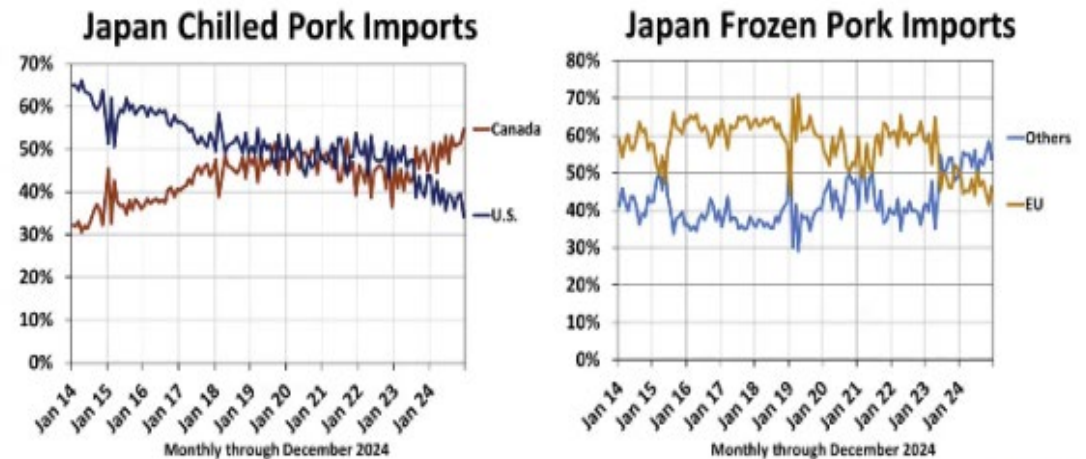
Alberta Government Support

Swine Traceability / ASF Prevention and Preparedness /

Wild Boar at Large Eradication

Disease Surveillance work / etc.

Shifting Suppliers: Japan Pork



Source: TDM, AgriTrends Monthly Japan Pork Import Report

4 - Ps of the Alberta Hog Industry

PIGS

CPE
TQA
Traceability
Biosecurity



PEOPLE

Employees
Farm Families
Customers
Public



PLANET

Footprint
Water
Soil
Manure
Air
Energy



PROGRESS

Research
Management
Bridging the Gap
Innovation
Address Challenges
Economic Value



Some Staff Changes

- Marilyn Griesheimer – Retirement April 30, 2025
 - However, Marilyn will return part-time to work with us one day per week
- Jo-Anne Beaulieu - Communications Manager
- Judit Galambos – Office Administrator

Thank You



Questions?